

Position Description: Digital Production Coordinator

Basic Function of Position:

The Digital Production Coordinator works under the direct supervision of the Information Officer and has no supervisory responsibilities. Is responsible for the production of all visual and multimedia elements of Mission public engagement, including design, creation and/or acquisition of customized visual and multimedia content, which is disseminated online, in person or via traditional broadcast. Creates compelling visual content for all Mission outreach materials by assessing visual aspects of the Sri Lankan media environment, public preferences for visual content formats and dissemination channels, and the impact of Mission visual materials.

Major Duties and Responsibilities:

I. Implementation (70% of time)

Plans, designs, creates, and delivers all visual and multimedia elements for Mission engagement with Sri Lankan publics, in a variety of formats required for dissemination through online, traditional broadcast, and in-person channels. Visual and multimedia content includes: video and audio material; storyboards; graphics; artwork; photos; photo galleries and similar visual and multimedia products.

Identifies, selects, designs and customizes compelling visual and/or multimedia material for inclusion in strategic content packages. Develops custom-produced digital projects in support of specific public engagement goals with target audiences (for example, video in support of specific policy initiative). Compiles/edits strategic content packages, incorporating policy material and appropriate visual/multimedia elements to support Mission objectives, appeal to priority audience segments, and meet multiple format requirements for dissemination.

Defines, designs, and creates original professional graphics, infographics, branding, photos, etc., as well as multimedia material to support Mission public engagement with all audience groups, using tools such as Adobe InDesign, Illustrator, and Photoshop. Conducts on-camera interviews with PD contacts in all sectors, ranging from high school students to high-profile celebrities, Sri Lankan officials and ministers, and USG officials, on location or in-house, using digital photo/video equipment and current techniques.

Identifies visual and multimedia products (templates, stock images, video clips) for acquisition from USG sources, third parties such as NGOs, and partner institutions and commercial vendors; maintains Mission archive of visual and multimedia materials.

Designs and provides on-the-job training to PD and other Mission LE Staff to expand in-house capacity to shoot quality photos and videos in conjunction with PD Public Engagement activities.

Ensures uniformity of aesthetics and branding to support PD activities with all audience sectors (Emerging Voices, Established Opinion Leaders, Press and Media). Ensures that all products comply with federal and Sri Lankan laws and Department of State (DOS) policies, such as the Americans with Disabilities Act.

Responsible for post-production of visual and multimedia content using Adobe Premiere/AfterEffects (or equivalent Sri Lankan tools); creates closed captioned text files as required; tags and archives all visual and multimedia content as required. Ensures all tags adhere to the Mission's tagging taxonomy. Monitors and interprets standards for video and image performance.

II. Strategic Planning, Analysis, Evaluation, and Recommendations (10% of time)

Researches, tracks, and analyzes countrywide and regional digital trends to identify changing audience preferences for content structure and format, including graphic, video, photo and audio components. Working with the Strategic Content Creation (SCC) team, tracks audience demographics, interests and information consumption preferences. Actively plans at least six months in advance to schedule production of multi—media and other digital products required for editorial calendar of policy priorities, as well as multiple products for the projected slate of Mission programs and activities. Working with Community Manager, analyzes impact of prior visual and multimedia products to fine-tune plans for future projects and initiatives; identifies performance objectives, assessment methods and outcomes for online engagement. Contributes to PD elements of Mission's Integrated Country Strategy (ICS), annual Public Diplomacy Implementation Plan (PDIP), and Public Diplomacy Country Context (PDCC). Recommends equipment required for Digital Production (DP) capacity to support countrywide strategic content.

Recommends best practices for visual and multimedia components of Mission external communication. Recommends innovative online engagement initiatives and campaigns focused on visual and multimedia communication skills for Emerging Voices and Established Opinion leader sectors. Develops procedures and checklists to facilitate LE Staff's use of visual, audio and traditional products for public engagement.

III. Intra- and Interagency Coordination (10% of time)

Develops strong, collaborative working relationships throughout the Mission to expand awareness of the power of visual and multimedia material in creating compelling strategic content to support Mission objectives. Encourages information sharing across the Mission, including constituent posts, to develop procedures for producing and sharing visual and audio content. Actively supports Mission elements, including American Spaces and other PD Section staff, in developing visual and multimedia components of PD activities and projects; seeks input from PD and Mission colleagues in developing and producing, SCC stand-alone campaigns.

IV. Administrative Functions (10% of time)

Tracks license and equipment acquisitions to build and sustain Mission DP capacity, in collaboration with the SCC team. Maintains inventory of DP equipment, software and licenses. In coordination with the SCC team, maintains required office records and files, and ensures that DP contacts are included in Mission contact databases. Drafts office correspondence in English and [local language], including proposals, scripts, audience preference trends and evaluation reports. Provides informal interpretation and translation from/to English and [local language] when required. Provides input for the Mission Activity Tracker (MAT) to the Community Management Coordinator and SCCS.

Serves as Grants Officer Representative (GOR) for grants supporting virtual exchange projects with responsibilities as indicated in the Delegation of Authority letter. Serves as Contract Officer's Representative (COR) for contracts in support of SCC operations.

Note: Job holder will perform other related duties as assigned.

Qualifications Required for Effective Performance

A. Education: An associate degree or two years of full-time university studies in design, advertising, mass communications, visual arts, computer science, or film is required.

B. Prior Work Experience:

This position requires a total of at least three years of progressively responsible experience in design, creation and packaging of visual and multimedia content for digital marketing, advertising or mass communications purposes, including extensive experience as an advanced end user of industry standard desktop and mobile software applications, internet and related communications technologies, and integration of visual content into web content management systems. [Note: candidates considered for this position must provide a portfolio of original work demonstrating visual and multimedia design competence.]

C. Language Proficiency:

Level 4 (Fluent) Speaking/Reading/Writing English is required.

Level 4 (Fluent) Speaking/Reading/Writing in Sinhala or Tamil is required.

D. Job Knowledge: Must have strong creative skills and detailed knowledge of audio and video production, graphic design, and other visual content creation. Must understand how online digital properties and communities function. Must have detailed knowledge of the attitudes of target audience groups, and their preferences for specific content, format, and delivery of visual communication. Knowledge of trends in regional and international communications patterns and how they affect the Sri Lankan communications landscape is required. General knowledge of digital promotion techniques, audience analysis and analytics, and customer service standards is required. Must have general knowledge of project management, including defining project objectives, outcomes, and assessment methods.

Must have general knowledge of all sources of USG strategic content: DOS guidance, functional and regional bureau digital communications materials, Mission multimedia content (e.g., ambassadorial and other speeches; public events), sources of third-party content. Detailed knowledge of legal regulations and procedural guidelines affecting use of visual and multimedia content as well as copyright and other restrictions on use of materials is required. General knowledge of U.S. foreign policy in Sri Lanka and comprehensive knowledge of the PD mission, its role in the Mission goals, and of both traditional and online engagement tools and programs used to convey U.S. foreign policy to the public is required.

E. Skills and Abilities:

Analytic skills: Must have strong analytic skills to identify target audiences and understand how Mission use of images, graphics, video, and audio can affect their sensitivities. Must be able to perceive the emergence of new audience preferences and trends in information consumption and visual and multimedia norms, in order to produce targeted digital or traditional visual content in support of Mission external engagement. Must be able to analyze content from multiple sources (internal and third-party) and determine when and how to use it in Mission visual products.

Communication/Interpersonal skills: Must have excellent, documented visual storytelling, written, and oral communication skills to create and adapt visual, audio and printed material for dissemination in English and Sinhala or Tamil. Must have strong interpersonal skills to maintain Mission-wide collaboration on the creation of visual and multimedia content in support of Mission public engagement. Must be able to contribute to SCC discussions of priority engagement, strategic content, and use of visual and audio materials and dissemination channels. Must have excellent customer relations and interpersonal cross-cultural communication skills. Must be able to tailor communications to fit formal and informal situations and different ethnic, religious, and linguistic cultures. Must be able to brief U.S. officers and visitors on Sri Lankan communication patterns and trends in digital tools and content dissemination channels for visual communication. Must be able to speak publicly; must be able to interpret between English and Sinhala or Tamil for discussions of content production.

Management skills: Must be able to bring together offices and agencies from across the Mission to identify and share visual and audio content. Must be able to identify and resolve, or seek help in resolving, problems with use of visual and multimedia content in online or traditional public engagement. Must be able to contribute to development and updating of procedures and guidelines in response to changing communication technologies, and changes in public opinion, formats, and internal Mission preferences for producing and sharing visual and audio content. Must be able to plan, prioritize and manage, multiple projects such as marketing, information or advocacy campaigns, and oversee associated project budgets, schedules, and daily operations to produce, adapt, and disseminate time-sensitive content, in collaboration with the SCC team. Must be able to assess Mission DP capacity and determine which acquisitions (equipment, software, etc.) will meet current and future needs.

Technical skills: Must have detailed knowledge of multiple formats, digital tools and platforms for visual content creation, editing (audio, visual, multimedia and graphic), and distribution through traditional and digital channels. Must be able to create and use photo and video sharing sites, podcasts, video and other digital products, and be familiar with webinars, gaming, gamification theories, contests and other interactive immersive platforms. Must be highly skilled in use of digital software and editing tools, content databases, and reporting tools. Must be familiar with audience analysis and analytic tools (i.e., Hootsuite, Google Analytics, et al). Good keyboarding, data entry skills, and excellent familiarity with electronic discovery tools, in particular the Internet, and standard information retrieval practices and procedures are required.

Must have good numerical skills to be able to use statistical analyses of audience segments and track impact of Mission digital products.

Availability: Must be available to travel throughout Sri Lanka.